

A PLEA FOR GOOD MANNERS.

QUARRELS are said to have aided in building reputations in literary and artistic circles, but they never yet have been the foundation of success in business, says The Outfitter. Enmities are luxuries that business men cannot afford, and the good-will of any man may be valuable most unexpectedly. Even the veriest boor will be gracious to a buyer or to the representative of a house from which he looks for favors, but it is also to be remembered that in a country of rapid changes and easy relations between employers and employed, the clerk or salesman of to-day may be the independent principal of next year, and men occupying very subordinate positions not infrequently have opportunities of diverting considerable trade, according to their likings or hatreds. It is true that many of the disagreeable, brow-beating type have often been successful, but they have won their success, not because, but in spite, of their manners, and in doing so they have given themselves little happiness, and have wounded many who will secretly injure them at any opportunity, and who will openly rejoice at their not impossible downfall.

A PATRIOTIC WINDOW.

One of the Peter McSweeney Co.'s windows, in Moncton, N. B., was lately very handsomely decorated in patriotic style and attracted a good deal of attention. The national colors, in red, white and blue bunting formed a pretty background and a large-sized photo of Her Majesty the Queen adorned the centre. Implements of war, in the shape of rifles, bayonets and helmets were arranged to lend a warlike effect to the decorations. The window was dressed by Mr. Gilbert LeBlanc and was devoted to advertising the patriotic concert held in the town.

AUCTION SALE.

On Thursday, April 5, at 11 o'clock a.m., an auction takes place of the following assets of the estate of John Aitken & Co., Montreal, who are insolvent:

Lot No. 1—The stock-in trade in store 113, Notre Dame street, of haberdashery, hosiery, underwear, blouses, silks, flannels, etc., amounting, per inventory, to \$13,031.38.

Lot No. 2—Furniture, fixtures, etc., \$2,452.15.

Terms, cash. Purchaser to deposit 10 per cent. Stock and inventory can be seen at any time on application to the curator, Mr. A. Angus, on the premises, between 10 o'clock a.m. and 12.30 noon, and 3 and 5 o'clock p.m. The auctioneer is Mr. Walter M. Kears, and, no doubt, good bargains in the above-mentioned goods will be obtainable.

STRATFORD'S NEW STORE.

The new dry goods store of Mr. J. A. Duggan, on Downie street, Stratford, is a fine structure. It is the width of four stores, and is three storeys high, besides basement. The cost of the building and fittings has been over \$40,000. The floor space, counting the two main floors (the top flat being held in reserve), is over 20,000 square feet. The depth of the store reaches as much as 145 feet and the front width 78 feet.

Four large windows and the spacious interior give ample scope for a display of stock. Two of the windows are fitted with plate-glass mirrors, which add greatly to their appearance. There are two entrances, that on the right leading into the clothing department, and that on the left into the dress goods department. The millinery department is at the rear.

The ceilings of the building are metallic, and there will be

25 clusters of incandescent lamps, making the night almost like day. There are in all about 150 lamps. All fittings are high-class and of the latest design. There are a large number of showcases, in which goods can be conveniently shown. The counters are open and the shelves are low, so that goods may be readily reached. The upstairs will be lighted by gas.

ITEMS OF INTEREST.

Clark & Steeves have opened in tailoring at Summerside, P. E. I.

Messrs. Jos. McGowan & Co. have greatly improved their stores at Delhi, Ont., and now Delhi has one of the finest dry goods establishments in the country.

Messrs. John Flett, Henry Lowndes, J. M. Lowndes, C. B. Lowndes, George A. Baker, and H. L. Mason, of Toronto, have been incorporated to manufacture clothing, as The Lowndes Company, Limited, with a share capital of \$50,000.

The merchants of Prince Edward Island are bestirring themselves to take advantage of the opportunities for trade opened up to them by the rapid growth of the town of Sydney, C. B. Both Charlottetown and Summerside are moving in the matter of securing a regular steamer service between island ports and Sydney, not only to enlarge trade with Cape Breton, but to make closer connection via Sydney with the markets of Newfoundland.

Messrs. Hiles & Collins have opened their new store at Kincardine, Ont., and are showing a nice new stock of general dry goods, groceries, boots and shoes. As both gentlemen are well known in the vicinity they should do well, and the outlook is very promising.

Mr. Louis Simpson, who lately retired from the management of the cotton mill at Valleyfield, is organizing a company to start a new cotton mill at some point in Canada. Mr. Simpson has been inspecting the district about Ottawa as a suitable site. A committee of Ottawa gentlemen will confer with him.

I. L. Matthews & Co., Port Arthur, have handsomely fitted up a large room of their main store, putting in nice furniture, carpets, and pictures on the wall, and they display an attractive stock of ladies' costumes, skirts, capes, mantles, velveteen suitings. The goods are tastefully disposed in such manner that each garment occupies a space alone, a great advantage for proper display. A small line of very fine umbrellas occupy a space in this room also.

"Profits?" remarked the manager of the big department store. "Why, we made our profits when we bought the goods. The margin we get when we sell them pays for the running expenses, advertising, and rent. The real profits of our business are in the discounts we get by paying cash for what we buy, instead of asking for long credits. That's where the principal profits of the big department stores come from, and that's why the smaller stores cannot compete with us successfully."

The large department store business of Charles Woodward, Vancouver, has been converted into a limited company. The capital of the company is placed at \$100,000, of which \$30,000 is already paid up. The business is an exceedingly good one, and has been very successful for a number of years. The other members of the company are: Mr. Woodward's son, Mr. J. N. Woodward, and Messrs. E. J. Knowlton, John Little, J. Norris, Max Cameron and A. Eckley.